

Message Text

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PAGE 01 MANILA 07604 100404Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----056375 100626Z /23

R 100338Z MAY 78
FM AMEMBASSY MANILA
TO USDOC WASHDC
INFO SECSTATE WASHDC 5509
AMEMBASSY SEOUL
AMEMBASSY TAIPEI

UNCLAS MANILA 07604

E.O. 11652: N/A
TAGS: BEXP, RP
SUBJECT: FINAL REPORT: ILLINOIS IOGA BUILDING &
CONSTRUCTION EQUIPMENT TRADE MISSION, MANILA, APRIL 24-29,
1978

COMMERCE FOR BED/OIM/SAD & RKELLY

COMMERCE PLEASE PASS TO ILLINOIS STATE DEVELOPMENT BOARD

1. SUMMARY: OVERALL RESULTS OF MISSION WERE EXCELLENT.
ALL MEMBERS HAD FULL DOCKET OF APPOINTMENTS AND WERE
PLEASED WITH SALES PROSPECTS. END SUMMARY.

2. RECEPTION WAS HOSTED BY EC/COM COUNSELOR ON FIRST
DAY OF VISIT. ATTENDEES WERE SOME 150 HIGH LEVEL GUESTS
FROM PRACTICALLY EVERY SEGMENT OF END-USER UNIVERSE.
SUBSEQUENT TO RECEPTION MOST MAJOR END-USERS VISITED
MISSION MEMBERS. WHILE MISSION DID NOT GENERATE LARGE
IMMEDIATE SALES, ALL MEMBERS ACHIEVED THEIR FIRST
OBJECTIVE WHICH WAS TO MAKE NEW CONTACTS.

3. TYPICAL MISSION MEMBERS COMMENTS WERE:
THE MISSION DIRECTOR, CHRISTINE HOFFSTETTER STATED "THIS
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ACTIVITY IS ILLINOIS' 42ND WITH THE USDOC AND APPROXI-
MATELY ITS 15TH IOGA MISSION. WITHOUT A DOUBT THE
ORGANIZATION AND SPECIFIC TARGETING OF INDIVIDUALS FOR
MEETINGS WITH MISSION MEMBERS WAS ONE OF THE FINEST AND
MOST PROFESSIONAL EFFORTS I HAVE EVER SEEN BY ANY
EMBASSY COMMERCIAL SECTION. ALL MISSION MEMBERS WERE
VERY PLEASED WITH CONTACTS MADE FOR THEM, AS CAN BE SEEN

IN THE INDIVIDUAL REPORTS."

ONE OF THE TRADE MISSION MEMBERS SAID,"I AM MOST GRATEFUL TO THE COMMERCIAL ATTACHE AND THE GIRLS IN HIS OFFICE FOR THEIR FANTASTIC COOPERATION IN MAKING THIS A SUCCESSFUL MISSION FOR OVERSEAS TRADING CORPORATION."

ANOTHER MEMBER COMMENTED: "WELL ORGANIZED MISSION - HAD CONSTANT EXPOSURE TO NEW BUSINESS PROSPECTS FOR ENTIRE PERIOD OF MEETING. ALSO GOT TO LEARN ABOUT THE MARKET, AND MARKETING, IN THE PHILIPPINES FROM THIS MISSION THROUGH THE PLANNED ACTIVITIES."

THE THIRD MISSION MEMBER WROTE,"PROVIDED AN EXCELLENT OPPORTUNITY TO PROMOTE BLAW-KNOX NAME AND LOCAL DISTRIBUTOR NAME TO GOVERNMENT AGENTS WITHIN THE DEPARTMENT OF PUBLIC HIGHWAYS." TOUSSAINT

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